



LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

April 28, 1995

Ms. Barb Gingrich  
USA/DIRECT  
2901 Black Bridge Rd.  
York, PA 17402

**RE: Parliament Direct #3 Production Issues**

Dear Barb:

This provides production information for the Parliament Direct #3 Defensive mailing.

**Program Background**

A total of 187,573 Parliament smokers (including seeds) were selected for Parliament 1995 Direct #3 scheduled to drop June 1. Each recipient will receive a coupon.

**Mail Tape Record Layout**

Cell definitions, Vol. Serial numbers, counts, the fields where information requires lasering by USA/Direct and appropriate coupon UPC code by cell are attached.

Note, cell 9 is not being mailed. A tape for this cell was inadvertently pulled (vol ser. C45644). You should not include it in the mailing.

**Salutation Defaults**

Parliament will use a formal greeting for 1995 Direct #3. The salutation defaults are as follows:

Standard:	Dear Title Last Name
If No Title:	Dear First Name Last Name
If No Last Name:	Dear First Name
If No Title or Last Name:	Dear First Name
If No Title or First Name:	Dear Parliament Smoker

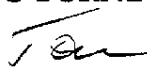
If there is no data in the first and last name fields, please remove the name from the selected audience and keep a count of these occurrences.

**Timing**

Tapes have already been received by USA/Direct.

Please call me at (312) 220-5420 if you have any questions.

Sincerely,  
LEO BURNETT U.S.A.

  
Thomas F. Claggett

cc: Evan Licht - K&D, Shelby Town-Rafferty - PM/NY

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